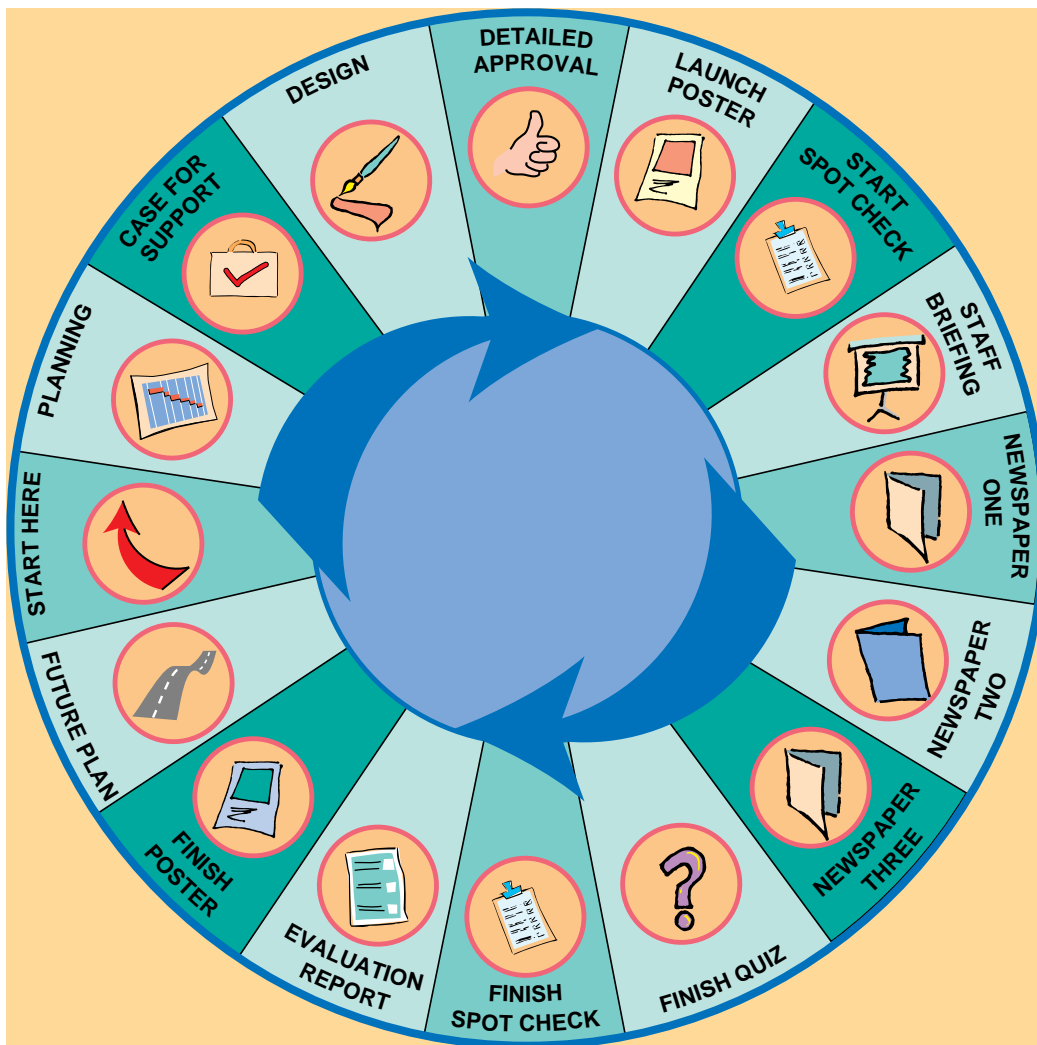


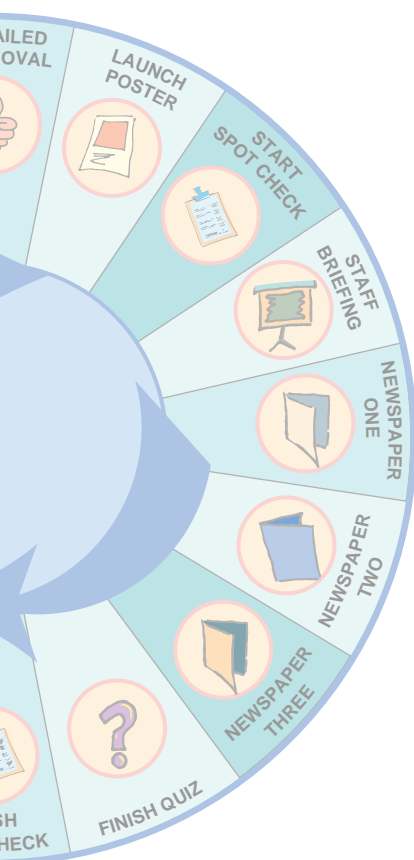
Marketing energy efficiency

– raising staff awareness



ENERGY EFFICIENCY

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1 INTRODUCTION

This Guide describes a marketing approach to raising energy awareness within an organisation, and includes information on an action pack, available on request, to enable readers to generate material and run an awareness campaign. The Guide is designed to help anyone with a responsibility for energy to raise energy awareness among their staff.

All organisations use energy and most use it wastefully. There is frequently a potential to save 20% of the energy used. The key to realising this potential is to manage energy effectively. This requires a structured systematic approach, as covered by the companion Guide 'A strategic approach to energy and environmental management' (GPG 200). The approach is based on five basic steps:

- getting commitment from the top level in an organisation
- understanding the issues
- planning and organising an effective management programme
- implementing the programme
- controlling and monitoring performance.

In many organisations the greatest barrier to energy efficiency has been identified as lack of awareness, or staff apathy. Most people are unaware of the energy they are using and therefore do not have the knowledge or motivation to use less. Changing attitudes to energy use is likely to bring about significant savings for a relatively small investment. Accordingly, an energy awareness campaign should rank high in any energy management programme.

Marketing approach

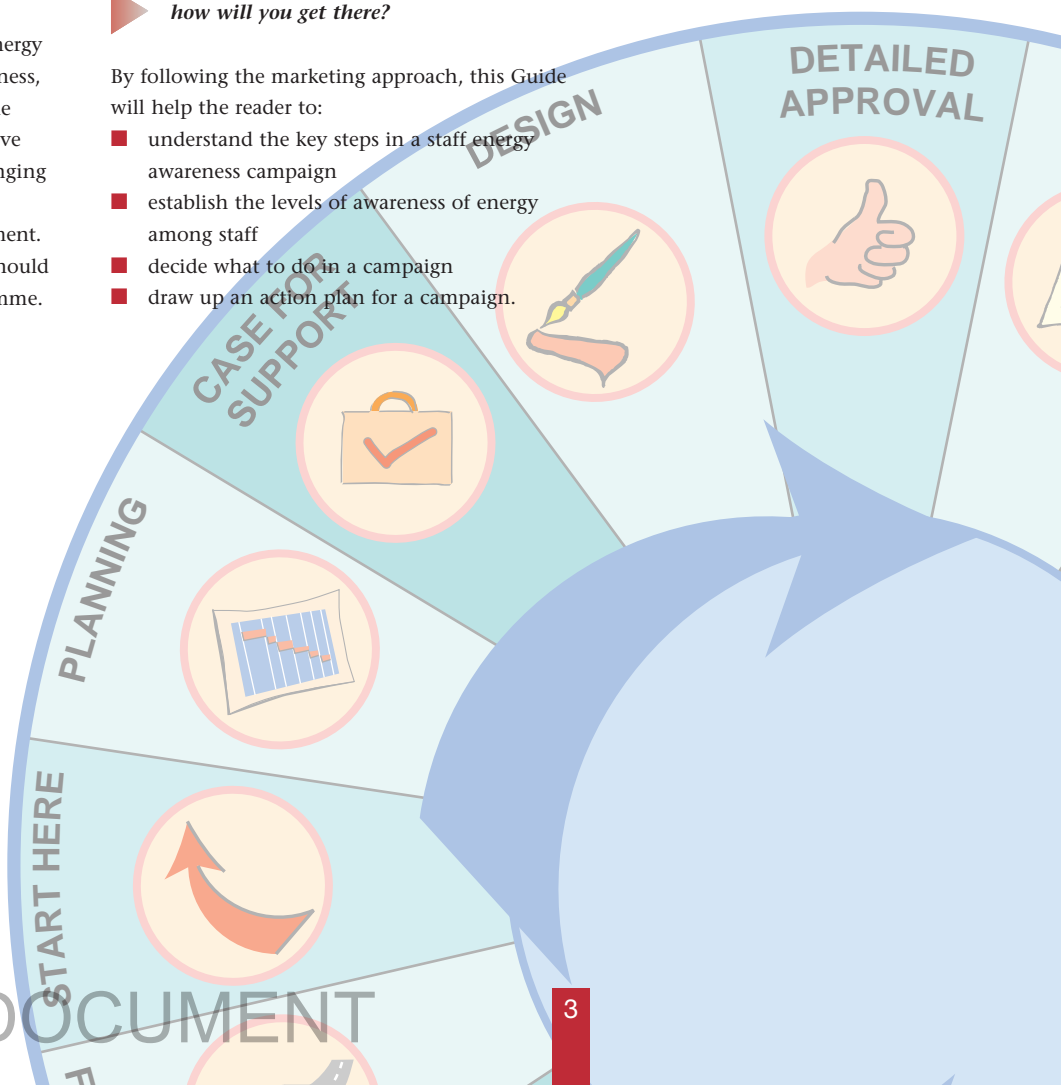
To be effective, awareness campaigns should result in a permanent change in attitudes and behaviour. Simply displaying posters or showing a video may result in short term reductions in energy consumption, but in the longer term will have little effect.

Awareness campaigns need to be properly planned and sustained. Energy efficiency can be considered as a product or service and, just like any other product or service, it can be marketed. So this Guide describes a marketing approach to raising awareness and motivation of staff, the framework of which involves addressing five fundamental questions:

- ▶ *where are you now?*
- ▶ *what if you do nothing?*
- ▶ *where do you want to go?*
- ▶ *who needs to know what?*
- ▶ *how will you get there?*

By following the marketing approach, this Guide will help the reader to:

- understand the key steps in a staff energy awareness campaign
- establish the levels of awareness of energy among staff
- decide what to do in a campaign
- draw up an action plan for a campaign.



2 WHERE ARE YOU NOW?

WHERE ARE YOU NOW?

The first step in a successful energy awareness campaign is to understand the present situation, because you cannot identify realistic objectives or strategies unless you know where you are now. You will already have some idea of this, but will probably need to gather more information. The checklist on page 5 is a useful starting point, and is divided into four key areas:

- attitudes to energy
- knowledge of energy
- costs of energy
- cultural change.

The checklist will help you identify the gaps in your knowledge. You may need to undertake some research, which is likely to fall under one of the following headings:

- staff surveys to determine the attitudes of the people in your organisation to energy efficiency
- desk research to find out how energy is used now in your organisation and what it costs
- using existing studies to compare your energy efficiency with other organisations.

Staff surveys

The attitudes of staff and management are a key factor in changing behaviour, and surveys are an effective way of assessing attitude. Attitudes can also be assessed through individual discussion and in group meetings such as staff focus groups.

When developing questionnaires, you should consider enlisting the help of others who have experience of using questionnaires for attitude surveys, such as marketing or personnel

departments. It is essential that the survey is designed to cover a cross-section of employees.

It may be helpful to trial the questions with a small group. This may highlight any questions that respondents find difficult to understand and suggest other points to include. An example of a staff questionnaire is shown on page 6. Staff can be encouraged to put their name to it if they wish – you may want to go back to them for clarification or expansion of their ideas – or they can remain anonymous. Give them the choice.

Meetings are another useful way of finding out about attitudes, because they can help stimulate thoughts and views that might not be expressed through a formal questionnaire. The aim is to examine issues in greater depth to find out how people might behave in specific situations and what may motivate them to save energy. Usually, staff will know where the real wastage occurs in their workplace. The fact that you have sought their views is likely to increase their motivation.

Specific meetings can be convened; a staff focus group (ideally with about six to eight representatives) is a good example. Alternatively, you may be able to take advantage of other meetings, such as team briefings. Your role in the meeting is to collect information, not provide answers or guide the discussion, so you should present yourself as impartial. The issues raised by the group can be incorporated into a questionnaire which can be used more widely.

Where are you now?

WHERE ARE YOU NOW?

Checklist – understanding your present position

Photocopy and place a tick against those questions you know the answers to, and a cross against those you cannot answer

Attitudes

- What is the current policy towards energy efficiency?
- What are the attitudes of top management to energy efficiency and environmental issues?
- What are the attitudes of those who support energy efficiency, those who are indifferent and those who are against it?
- What are the reasons for any apathy?
- What are the key issues involved in getting commitment from staff to implement a sustainable and effective campaign?
- What internal politics might be involved?
- How much of an environmental lobby is there locally?

Knowledge

- What do your colleagues know about energy efficiency opportunities?
- What are your current annual energy bills?
- What are the barriers to producing a campaign which will have a sustainable effect?
- What are the strengths of the campaign that you have in mind?
- What are the realistic opportunities that present themselves?
- What are the threats to your plan; where is it vulnerable?
- What will be the threats to your organisation if you don't do anything about energy efficiency?
- How energy conscious are other organisations in your business sector?
- What equipment/systems are hindering a reduction in energy use?
- What equipment/systems could be better used to reduce energy consumption?
- What research will you have to do? How long will it take? Who do you need to consult to get a representative view point?
- What communication channels are in existence, both formal and informal?
- What other channels might be considered?

Costs

- How have energy costs been changing over the last five years?
- How have the costs been apportioned throughout the organisation?
- What would a saving of 10% in energy costs mean to bottom-line contribution or increased services?
- How are energy costs likely to change in the future, assuming no further energy efficiency measures are incorporated?
- How much budget has been allocated to energy efficiency?
- Are there budgets elsewhere on to which you could 'piggy back'? Who controls them?

Change

- What authority do you have to implement the changes that you propose?
- Who has the authority to make change happen?
- Who has the desire to assist in making the change happen?
- What has so far been tried and failed? What happened? Why did it fail?
- What has so far been tried and succeeded? What were the effects? Why did it succeed?
- How are decisions made in your organisation? Will this be helpful or unhelpful?
- What groups of influencers exist within the organisation? Can they be harnessed to motivate the total workforce?
- Which departments can be helpful in formulating and implementing the plan?

WHERE ARE YOU NOW?

Staff attitude survey

Please tick one of the boxes against each question

High Medium Low

■ How do you rate the need to reduce the use of energy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
■ How likely is it that you could make savings?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
■ How conscious are you of the amount of energy that is wasted by you or in your department?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
■ How environmentally conscious are you in the workplace?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
■ How environmentally conscious are you at home?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
■ How much support would you give to saving energy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
■ How well informed are you with the ways in which you could save energy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
■ How well do you know the organisation's views on energy efficiency?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
■ How strongly would you feel about being a member of a working party to help reduce energy wastage?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
■ How do you think senior management rates energy efficiency?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
■ How concerned are you about others who pay little or no attention to energy efficiency?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
■ Do you have any initial ideas about the ways in which we could save energy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Desk research

An understanding of energy use and cost in the organisation is essential. Energy use obviously depends on the business needs of the organisation but, typically, information on the number and type of buildings, the running costs, the patterns of use and the processes involved in the business should be obtained, together with an idea of what direct control staff have on the energy used by equipment and buildings. It helps to know the approximate energy consumption of equipment, eg computers, boilers or plant. This may be difficult to calculate, but in most organisations someone will know.

Past and present energy costs for each type of fuel can be obtained from energy bills. By plotting a graph of usage over time unusual changes in consumption can be spotted, which may indicate wastage.

You should also be aware of some of the alternative means of reducing energy consumption, such as energy efficient boilers and controls, and have a rough idea of the potential payback period. This will be useful in deciding investment priorities at a future date.

Existing studies

Comparing the energy consumption of your organisation with that of similar organisations, or benchmarking, gives an indication of the potential for energy saving and gives a valuable insight into the effectiveness of the measures adopted. The Department of the Environment (DOE) publishes Energy Consumption Guides which give energy consumption and cost data for a wide range of sectors and building types (available from BRECSU and ETSU at the addresses shown on the back cover of this Guide).

3 WHAT IF YOU DO NOTHING?

At this stage you should examine the impact of doing nothing further to raise energy awareness. This will reinforce arguments to persuade others that reducing energy consumption is something your organisation should be doing. Some of the issues to consider are shown in this section.

Efficiency

Energy management can be defined as 'the rational control of energy resources in support of operational objectives'. Many organisations view energy as an uncontrollable overhead. However, it is a resource and, just like any other resource, it can be controlled and managed. If your organisation is not managing its energy use, it is not managing its energy costs and is therefore not as efficient as it could be.

Reduced profits or surplus

There is continuing pressure on organisations to improve financial performance. In the private sector this may mean increasing profits, while in the public sector it could be improving or maintaining services with reduced funding. Energy savings reduce costs, and can help avoid cuts being made elsewhere.

Energy cost savings go straight to the bottom line, so a very effective way of illustrating the benefits of energy efficiency is to quantify what additional turnover or sales the organisation would have to make to achieve the same profit as an energy cost saving of 10% or 20%.

Staff opportunities

The largest impact many organisations have on the environment is their use of energy. Increasingly, potential employees perceive those organisations with a good environmental track record as particularly attractive. Equally important, you could lose staff to more environmentally aware competitors!

Missed opportunities

Ignoring the chance to improve energy efficiency could have a negative impact on your organisation, including:

- higher energy costs resulting in loss of opportunity to afford 'extras' funded through savings
- hardships, such as a recruitment freeze or staff cutbacks
- lost business through lack of competitiveness
- lost business through failure to demonstrate that your organisation is minimising its impact on the environment
- missing out on investment if you cannot show you are environmentally conscious (particularly with the growth in ethical investment funds).

Marketing opportunities

Many organisations use good environmental performance to market the organisation, its products and services to customers, staff, shareholders, the local community etc. If you do not do the same you will be at a competitive disadvantage.

What if you do nothing?

4 WHERE DO YOU WANT TO GO?

You are now at the stage to decide the objectives of the campaign. Ideally, the objectives should be published and should comprise a statement of policy, the desired outcomes or results, and an indication of how they will be measured.

The policy statement

The policy statement is an indication of corporate commitment by the organisation to energy efficiency and should be supported by an action plan. It should ideally come from the top and be supported by management. If staff think that management 'isn't committed' and that it 'doesn't apply to them', then they won't be committed either and the policy will not succeed. If top management is committed, then implementation will be much easier. However, it is possible for commitment to be stimulated from lower down the organisation, pushing the idea upwards and thereby securing management buy-in. The DOE's Good Practice Guide 186 'Developing an effective energy policy' (GPG 186) provides advice on policy statements and action plans.

The quantified outcomes

The quantified outcomes are the overall results that are being aimed for. They could be expressed in a variety of ways, such as a reduction in energy consumption, energy cost savings, or increased awareness. There is far greater impact on staff if the expected outcomes are related to the organisation in terms which are clearly understood, such as energy cost per unit of production or level of service; for example cost of energy per gearbox, per hospital bed, or per hotel bedroom. In the case of awareness, attitude surveys before and after the campaign can be used to get a quantitative measure of change.

Measurability

The outcomes are a statement of the overall aims. They should be supported by specific objectives or targets to be met on the way to achieving the overall outcome. It is important that they are achievable and measurable - one mnemonic for this is SMART:

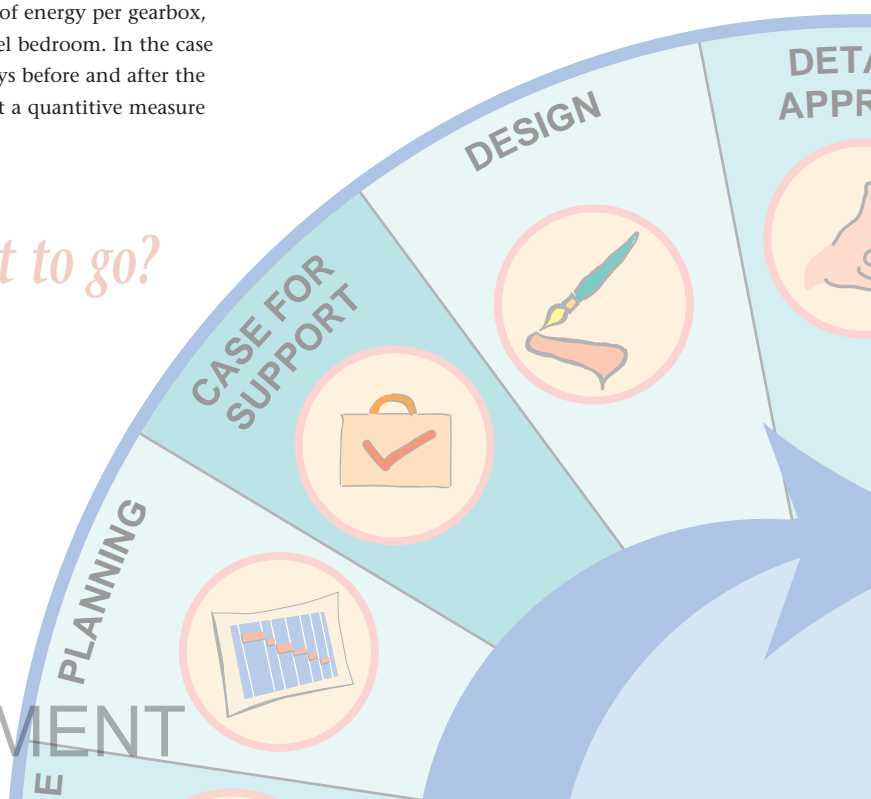
- S** simple and specific
- M** measurable
- A** achievable
- R** realistic
- T** timely and trackable.

The objectives should be measurable in both time and quantity, and should be easy for staff to understand. Tracking them will help you to assess whether or not they are likely to be achieved. It is also important to choose ones that are relevant to your situation. Typical examples are listed below.

- We aim to reduce our electricity bill by 5% in the next year.
- We aim to reduce the energy costs of department A by 10% over the next two years.
- We aim to run two awareness campaigns in the next six months.

It is extremely important that the policy, outcomes and objectives are communicated to staff. If they do not know, they cannot be expected to achieve the targets. Their motivation will be much higher if they know what the aims are, and if they can measure how they are contributing towards them.

Where do you want to go?



5 WHO NEEDS TO KNOW WHAT?

What messages do different people respond to, and what energy and environmental issues would motivate them?

A common factor is what people do at home, so saving money at home through smaller energy bills is likely to be an influential factor. If staff can be motivated to take action at home, they are more likely to do so at work. Therefore, it is beneficial to relate the messages to what people can do at home.

Another factor to emphasise is that improving energy efficiency reduces waste. Linking this to environmental benefits will also help, because staff develop feelings of well-being if they believe they are doing something to help the planet.

More specific messages will appeal to different organisational functions for different reasons.

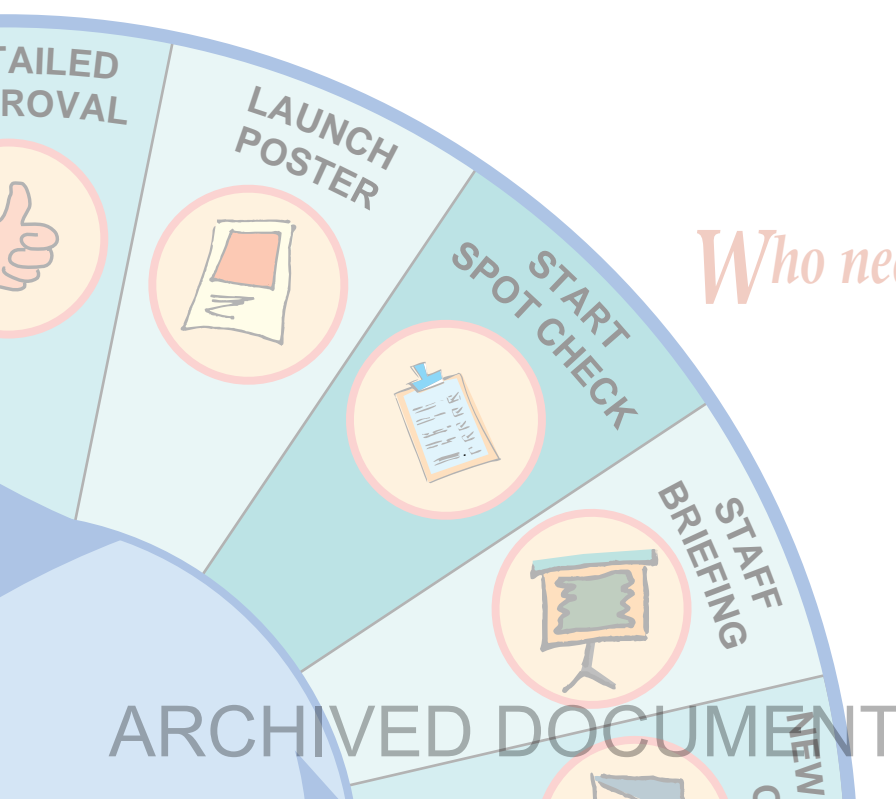
For example:

- finance will probably respond to cost saving arguments
- purchasing could consider energy efficiency when buying new equipment
- personnel might respond to increased staff comfort, or to the possibility of recruiting people more easily
- maintenance might respond to less frequent maintenance needs of energy efficient equipment, such as replacing light bulbs or tubes with modern energy efficient types
- marketing could use the organisation's environmental performance in marketing products or services.

Whatever messages you use, staff will respond better if they see some tangible benefit, such as returning some of the organisation's savings to the staff. Ideas include the following:

- reinvestment in more energy-saving measures to improve staff comfort
- staff development
- direct benefits such as a social event, or purchase of something for the general good
- donations to a charity nominated by staff
- building improvements that benefit the staff.

Who needs to know what?



6 HOW WILL YOU GET THERE?

You are now in a position to decide how you are going to achieve the objectives, by determining the strategy and then identifying the tactics or specific activities to implement the strategy.

Deciding the strategy

The strategy spells out the component parts of the campaign. When devising the strategy, it is helpful to carry out a SWOT (strengths, weaknesses, opportunities, threats) analysis of energy efficiency for your organisation. In particular you should consider:

- S** which strengths can be harnessed
- W** which weaknesses you need to plan to overcome
- O** the opportunities which might present themselves by implementing the campaign
- T** any threats to a successful outcome and how they might be resisted

The box on page 11 illustrates the use of SWOT analysis for an energy efficiency campaign. There are no absolute rights or wrongs in the analysis; each is a perceptual response. One organisation's strength may be another's weakness, while a threat can be frequently turned into an opportunity.

Typical items on a strategy list might be:

- ensure commitment at the top level, including the publication of a corporate policy
- appoint a corporate energy champion, assisted by departmental champions
- ensure commitment throughout the organisation
- promote energy efficiency as a corporate product
- reduce energy costs and consumption without detrimental effects to customers, employees, quality, production and performance
- ensure the programme is sustainable
- provide monitoring of progress and feedback to staff.

Planning the implementation

With the overall strategy in place, specific activities can now be identified and incorporated within a programme. The programme should show when each activity will be carried out,

allowing adequate time for consultation with other departments, for regular feedback to management and staff, and for evaluation. The programme should be properly costed, because it is probable that this will be needed to get management approval. If no budget is available, it is likely that you will have to undertake no-cost activities until you can demonstrate the success of these.

In a large organisation it may be feasible to run a pilot project. This may involve one site providing feedback that would iron out any problems before implementation across the whole organisation. Choose the site where there seems to be the most commitment to the scheme, because without this the whole plan could fail. Other staff should be aware of what is happening so that they can see the benefits as they happen. This also helps to gain their commitment.

A formal launch should be considered because it is the organisation's statement that says 'we have started now', and is itself newsworthy. Those involved in the marketing process will be keen to establish the achievements early on, so make sure some feedback comes fairly soon after this.

There are four stages to developing the motivation for staff to take action:

- awareness
- interest
- desire
- action.

Therefore, in planning the activities, identify what stage of the process your target audience has reached.

To begin with staff should be made aware of energy efficiency, its features and benefits, and what they can do. Their interest will be heightened until, through desire, they are motivated into action and take the measures without prompting. Staff need to be led through these stages and appropriate activities picked for each stage. For example, basic advertising (such as posters) can make people aware, but does not necessarily motivate them into taking a specific action.

HOW WILL YOU GET THERE?

An example of SWOT analysis

S**Strengths - internally and now**

- Seen by members of staff, who are themselves environmentally conscious, as a 'feel good' factor in that they work for an organisation with similar ideals
- Significant savings can be made with little or no capital or revenue expenditure
- Similar and/or nearby organisations are doing it, and word spreads about the organisation
- Perceived that 'they are environmentally conscious, so they must be good employers'
- A feeling that the company wishes to minimise waste and therefore there is a chance that remuneration might increase

W**Weaknesses - internally and now**

- Seen as a 'soft' issue; less connected to the cut and thrust of getting things done, targets met and profits achieved
- Lack of awareness
- Ignorance of the facts and the possible benefits
- Lack of interest; not taken seriously
- Lack of excitement
- Seen as penny-pinching
- Not always championed by the recognised organisational leader. Sometimes by someone who appears 'over the top'
- Inter-departmental rivalries
- The cost of achieving compliance at a later date (because of new legislation) could be significant

O**Opportunities - externally and future**

- Rewards can be given for personal and group actions
- Team-spirit improvement through a common goal
- Returning savings per department to the departmental budget
- Cost savings could well prevent down-sizing
- A positive image both within the organisation and in the market place
- Marketing opportunities
- Internal competitiveness
- Improved working conditions
- Staff partnerships
- Cost savings could mean extra X or more Y earlier
- A way to make significant savings while not having to succumb to traditional cuts
- Savings go straight to the bottom line

T**Threats - externally and future**

- Seen as yet another management cut-back
- Quality, production, competitiveness, and overall performance might be affected
- Preoccupies some people when they should be focusing on revenue generating business or core activity
- Government pressure could make the need more 'mandatory' than it currently is
- Future generations of employees might demand it - young people of today are much more environmentally aware
- The environmental lobby will grow
- Other organisations might become more competitive because they can afford to cut prices through cost savings from energy efficiency

HOW WILL YOU GET THERE?

The final programme will depend very much on the type and size of your organisation and your budget. There are typical activities which can be used to create awareness, interest, desire and action (see below). You should select those which are relevant to your own situation - you do not have to use all of them. Each activity is appropriate at particular stages - they are not all appropriate to every stage. Use the activity checklist on page 13 to decide when each activity should be used.

The planning checklist on page 15 of this Guide can be used as an aid to identify for each activity:

- the person responsible for planning
- the deadline for completion
- the date for implementation
- the method of evaluation
- the person responsible for evaluation
- the deadline for evaluation.

The activities

The DOE has developed an action pack that you can use to develop material specific to your own organisation (see page 14 for details). There is also a wide range of other material available from the DOE (see Further reading on the back cover).

Activities which are likely to be part of an awareness campaign are listed below, together with a brief description and how each could contribute to a campaign.

- **Presentations:** to launch the campaign and to get staff interested. They are likely to include the impact of energy saving and advice on how to reduce energy consumption.
- **Workshops:** to show people what they can do and how the benefits can be achieved.
- **Other direct communications:** face to face contact can be made at staff focus groups, regular departmental or section meetings, team briefings or just informal gatherings.
- **Internal training:** for people involved in running the campaign to give them the knowledge to pass on to the staff in their area, or to implement specific actions.
- **Videos:** many videos are available illustrating the benefits of energy efficiency; larger organisations may produce their own regular in-house videos which can be used to feature energy, or may produce one specifically to promote the campaign.
- **House magazine:** a good way of publishing hints and tips on how to save energy, both at home and at work, plus providing updates on achievements.
- **Energy newsletters** can be used to promote the campaign and give recognition of achievements.
- **Posters:** to promote a campaign, give specific tips and to act as reminders. Cartoon characters can be a useful way of getting some humour into the message. They are best displayed where they will be seen by most staff – at drinks machines, outside toilets, in the entrance foyer.
- **Competitions:** these can be individual, between buildings, divisions or sites, and can also be used as an indication of how awareness has changed during a campaign. Offer prizes that act as an incentive.
- **Promotional gifts:** such as stickers, pens, mouse mats. They should carry some sort of message. They may have limited effect internally but in some situations may be worth using.
- **Promotion:** this should be in the form of incentives such as bonuses, rewards, outings, gifts and, most importantly, recognition. Individual rewards should be used with caution because it is often a team effort which results in a successful outcome. Consider giving rewards which benefit the team as a whole.
- **Sponsorship:** if there is something in it for the sponsoring organisation then you are much more likely to be successful. However, you should be wary of continually approaching the same sources for free products.
- **External publicity:** this can be useful in promoting an organisation's image. Be imaginative, and remember that news is only news when it has just happened. Energy efficiency may not make the headlines but if you do something a little more innovative then it can make a newsworthy item.

HOW WILL YOU GET THERE?

- **Public relations:** your organisation's image could be enhanced through communicating your environmental achievements, including energy conservation. It should feature in the annual report or as part of a publicly available environmental report. It can be done by incorporating the information into brochures, direct mailings or other communication with suppliers and customers.
- **Local groups:** an energy efficiency campaign is likely to be something that other local organisations are also doing. If there is an energy club in your area, then this could give your campaign additional momentum and would enable you to exchange ideas, information and experiences regularly. You may be able to spread costs by producing a joint newsletter or information pack.

Getting the message across

Getting the message across requires communication with many different people. You will need to identify who can be the champion for energy efficiency, who can provide strategic guidance, who is likely to help you – and who may oppose the ideas. It helps to understand their motivational and behavioural characteristics and whether they are likely to be persuaded by logical or emotional arguments. The way your organisation makes decisions will also influence the way in which you should plan your campaign.

How will you get there?

Activity checklist				
	Awareness	Interest	Desire	Action
Presentations	✓	✓		
Workshops		✓	✓	
Other direct communications	✓	✓	✓	
Training		✓	✓	
Videos	✓	✓	✓	✓
House magazines	✓	✓	✓	✓
Energy newsletter	✓	✓	✓	✓
Posters	✓	✓		
Competitions		✓	✓	✓
Promotional gifts	✓			
Promotion			✓	✓
Sponsorship		✓	✓	✓
Publicity		✓	✓	✓
Public relations		✓	✓	✓
Local groups			✓	✓

7 THE ACTION PLAN

If you follow the steps described in this Guide and plan your campaign accordingly, you should have the makings of a successful awareness campaign. The steps form an action plan, as summarised (right).

The action plan

- 1** Decide where your organisation is now:
 - answer the questions listed under attitudes, knowledge, costs and cultural change
 - decide how to find out the information you require:
 - surveys
 - desk research
 - other published data that is relevant.
- 2** Examine the impact of doing nothing and form a view.
- 3** Set your objectives and goals:
 - ensure there is a policy statement and get it published
 - quantify the outcomes
 - set measurable objectives.
- 4** Decide who needs to know and what sort of messages would appeal to them.
- 5** Analyse the strengths, weaknesses, opportunities and threats.
- 6** Decide your overall strategy statements.
- 7** Identify the different activities that you might use.
- 8** List all the people who will be involved in the campaign, identify their potential roles and form a view as to their motivational and behavioural characteristics.
- 9** Prepare your plan.
- 10** Put the plan into action.
- 11** Monitor the progress of the campaign.
- 12** Feed back to staff as the plan progresses and you have something to report.

8 THE MARKETING ACTION PACK

To help you run your own awareness campaign an action pack is available (see back cover for order form). The pack provides ideas and material which you can tailor to your own needs. It contains:

- a planning broadsheet to help you plan the activities in your campaign
- a presentation to help you enlist management commitment
- a presentation to brief staff
- a poster to advertise the staff briefing
- a questionnaire to help you evaluate staff attitudes before the campaign
- a checklist to help you evaluate the level of good housekeeping before the campaign
- a poster to launch the campaign
- three newsletters which can be adapted to the specific needs of your organisation – each has an energy-saving theme and contains articles that give background on energy and environmental issues
- three posters which promote the themes in each issue of the newspaper
- a poster to publicise the achievements of the campaign
- a questionnaire to help you evaluate staff attitudes after the campaign
- a checklist to help you evaluate the level of good housekeeping after the campaign
- an evaluation sheet to help you report the results of the campaign to management.

The marketing action pack

PLANNING CHECKLIST

	Responsible for planning	Deadline date	Date for implementing	Responsible for evaluation	Evaluation method	Deadline date
Presentations						
Workshops						
Other direct communications						
Training						
Videos						
House magazines						
Energy newsletter						
Posters						
Competitions						
Promotional gifts						
Promotion						
Sponsorship						
Publicity						
Other PR						
Local groups						

FURTHER READING

DOE ENERGY EFFICIENCY BEST PRACTICE PROGRAMME DOCUMENTS

The following Best Practice programme publications are available from BRECSU (or ETSU) Enquiries Bureau. Contact details are given below.

Good Practice Guides

- 84 Managing and motivating staff to save energy
- 85 Energy management training
- 118 Managing energy use. Minimising running costs of office equipment and related air-conditioning
- 119 Organising energy management – a corporate approach
- 186 Developing an effective energy policy
- 200 A strategic approach to energy and environmental management

Good Practice Case Studies

- 324 Energy management – staff awareness. British Telecommunications plc
- 325 Energy management – training and motivation. HM Customs and Excise
- 327 Energy management – staff awareness and motivation. The Sears Group
- 341 Energy management – awareness and motivation. Digital Equipment Company Limited

The DOE has also produced a range of posters and stickers to assist in the marketing of energy efficiency available from: DOE, Blackhorse Road, London SE8 5JH

If you would like a copy of the action pack, please photocopy and complete the form on this page and return it to: **BRECSU Enquiries Bureau** (see address below).

Please send me a copy of the marketing action pack
'Running an awareness campaign'

Please send to

Title Mr/Mrs/Ms _____ Initial _____ Surname _____
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Please (✓) if you do not wish your name to be added to the BRECSU mailing list

☐

The Government's Energy Efficiency Best Practice programme provides impartial, authoritative information on energy efficiency techniques and technologies in industry and buildings. This information is disseminated through publications, videos and software, together with seminars, workshops and other events. Publications within the Best Practice programme are shown opposite.

Visit the website at **www.energy-efficiency.gov.uk**
 Call the Environment and Energy Helpline on **0800 585794**

For further specific information on:

Buildings-related projects contact:
 Enquiries Bureau

BRECSU

BRE
 Garston, Watford WD25 9XX
 Tel 01923 664258
 Fax 01923 664787
 E-mail brecsuenq@bre.co.uk

Industrial projects contact:
 Energy Efficiency Enquiries Bureau

ETSU

Harwell, Oxfordshire
 OX11 0RA
 Tel 01235 436747
 Fax 01235 433066
 E-mail etsuenq@aeat.co.uk

Energy Consumption Guides: compare energy use in specific processes, operations, plant and building types.

Good Practice: promotes proven energy-efficient techniques through Guides and Case Studies.

New Practice: monitors first commercial applications of new energy efficiency measures.

Future Practice: reports on joint R&D ventures into new energy efficiency measures.

General Information: describes concepts and approaches yet to be fully established as good practice.

Fuel Efficiency Booklets: give detailed information on specific technologies and techniques.

Introduction to Energy Efficiency: helps new energy managers understand the use and costs of heating, lighting, etc.